

Hi Everyone,

Happy New Year—2013 looks to be an exciting year. We look forward to navigating the future's opportunities and challenges with each of you. We are grateful for your partnership in serving Alaska's women, infants, and children.

Take care,  
Kathleen

1. RD Teleconferences---We're happy to announce we're going to have a new teleconference series for RDs to help us keep up with topics of interest, recent research, current journal articles, and other fun stuff. The schedule will be circulated soon. Please send me any topics you would be interested in hearing more about. Thank you and Happy New Year! Jennifer Johnson- WIC Nutrition Coordinator, [Jennifer.johnson@alaska.gov](mailto:Jennifer.johnson@alaska.gov)



2. SPIRIT Project Update: We are starting to build momentum towards getting SPIRIT back on track. Our Request for Letters of Interest from potential implementation contractor(s) has been posted and we are awaiting responses. We should know by mid to late January who we will looking to bring on board to implement SPIRIT for us.
3. Vendor Newsletter- see attached. Hard copies are being mailed today to vendors and LAs.

Nice To Know

**From:** Kent, Dana L (HSS)  
**Sent:** Monday, December 31, 2012 12:40 PM  
**To:** Wayne, Kathleen A (HSS)  
**Subject:** for friday update

An excerpt from Dr. Hale's Newsletter

## ON THE ISSUE OF BREASTFEEDING AND OBESITY

### ...Big Picture

Education of mom and her family during pregnancy presents us with a unique opportunity to influence a child's long-term health outcome. Knowing that you promote breastfeeding as the best mode of infant feeding, educating her about the benefits of breastfeeding, and providing her with information on how to breastfeed may make the difference in whether she gives breastfeeding a try.

...In sum, breastfeeding a newborn is a good starting point in preventing childhood obesity.

So, your talking points with new parents might include:

- Early breastfeeding may lower school age obesity risk by 15-25%, compared to formula feeding.
- Direct breastfeeding vs. bottle-feeding allows the baby to stop breastfeeding (satiety responsiveness) when he feels full. This may help the child better regulate intake later in life.
- Infant weight gain has been associated not only with the type of milk consumed (breastmilk vs formula), but also with how the milk is delivered (direct vs bottle).
- Decreased obesity risk appears to be associated with the lower protein content in human milk vs formula.

Childhood obesity is a complex disease influenced not only by mode of infant feeding, but also by genetic and environmental factors and their interactions. Even though breastfeeding may have a small protective effect against childhood obesity, if there is a family history of obesity or if the child is fed high calorie foods or drinks, and/or gets little exercise, this may override the protective effect of breastfeeding.

For more information go to: <http://www.ibreastfeeding.com/newsletter/2012/12/issue-breastfeeding-and-obesity>.

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*"Help inspire, prepare and empower women to breastfeed."*